

SEP 17 1924

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THE LEGEND OF HOLLYWOOD

Photoplay in six reels

Adapted from a story by Frank Condon

Directed by Renaud Hoffman

Author of the photoplay (under section 62)  
Charles R. Rogers of U.S.

Washington, D. C.

SEP 17 1924

Register of Copyrights  
Washington, D. C.

Dear Sir:

I herewith respectfully request the return of the following  
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copyright in the name of **Charles R. Rogers**

**The Legend of Hollywood - 6 reels**

Respectfully,

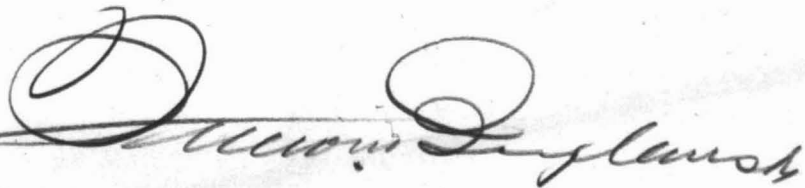
FULTON BRYLAWSKI

The **Charles R. Rogers**  
hereby acknowledges the receipt of two copies each of the  
motion picture films deposited and registered in the Copyright  
Office as follows:

<u>Title</u>	<u>Date of Deposit</u>	<u>Registration</u>
<b>The Legend of Hollywood</b>	<b>9-17-24</b> ©CIL 20576	

The return of the above copies was requested by the said  
Company, by its agent and attorney on the **17th** day of  
**Sept. 1924** and the said Fulton Brylawski for himself, and as  
the duly authorized agent and attorney of the said Company,  
hereby acknowledges the delivery to him of said copies, and  
the receipt thereof.

SEP 20 1924



That truth is stranger than fiction is again proved in "The Legend of Hollywood," a story founded on such real facts that "PHOTOPLAY" magazine offered \$1,000 reward for information leading to the identity of the real man whose life Percy Marmont portrays on the screen.

PRESS

# "THE LEGEND OF

SEP 17 1924

PRODUCERS DISTRIBUTING CORPORATION

469 F

## THE INSPIRED CREATION OF A A STORY AS TRUE AND REAL AS LIFE A CLASSIC THAT WILL LIVE

### What Famous Critic of Los Angeles Times Thinks of "The Legend of Hollywood"

"Some time ago Renaud Hoffman directed a film called 'Not One to Spare' (originally 'Which Shall It Be?') that literally captured an ovation because of its deep heart appeal. The film brought an unusual group of players to the fore and was pointed at as showing what could be accomplished with very low expenditure. The story was the thing, and the story was convincingly and movingly told."

"The Legend of Hollywood' is the first picture to have been made since then by Mr. Hoffman, and though it is not so heart-affecting as 'Not One to Spare,' it is nevertheless very acceptable. It is not simply entertainment, but something with a bit more of meaning. At least, everything has been given a very special significance through the work of the two extremely clever players who occupy the leads, as well as the others."

"The scenario was adapted from a story by Frank Condon, and though I have never read the original, I judge from the effectiveness of the majority of the scenes that the continuity was excellently done by Al Cohn."

"Percy Marmont makes the leading role very convincing because of his type and personality. He has been so identified with portrayals of sympathy and suffering since 'If Winter Comes,' that he is ideal for the part. You can imagine the character that he draws putting poison in one of seven glasses to be drunk on seven successive days. There is realism in the way he takes a chance with fate by twirling the glasses on a tray, closing his eyes while he does so, in order that he may not know which is the fatal draught. There is a tremendous irony in the fact that he actually drinks the seventh glass (certainly the one that contains the poison!) on the seventh day, and then receives the check for the scenario in his hands a moment afterward, delayed because

a stenographer at the studio had overlooked calling the script to the attention of the producer."

"I am not going to say whether the picture has a happy ending or not, because while I was looking at it I made up my mind it would be a crime to disclose the finish."

"The inside glimpses of life in the colony seemingly have exceptional atmosphere. The Hollywood that you see is the Hollywood that most people know, and that is chiefly outside of the studios. The view from the hilltop where the girl takes the man to console him for his bad luck is memorably a vision of the mingling of industry and home life which is found in no quainter proportions anywhere than in the citadel of the films."

"ZaSu Pitts' hands are always expressive, but they conjure more flashes of the thought and feeling than usual in her very sympathetic, and not too comic role. This girl is going to astonish everybody some day by actually being billed as a first-magnitude star. There are few of the best bright luminaries that can hold out against her in a scene even now."

"Miss Dorr is a refreshing presence as the cutie who admits having been twice named as co-respondent. She is the counterpart of the Broadway chorus girl, with a hard-boiled manner and a heart of gold, and I believe you may find her often in the extra ranks, even as in the Follies. At least, it is intriguing to imagine that she may there be found."

"Mrs. Davenport does a landlady that is not too mean and not too generous, either, which is more like a real landlady than one usually beholds on the screen. Cameo, the dog, is also in for some good scenes of sentiment, to which he adds greatly. The photography by Carl Struss is carefully clear and seems to get real California atmosphere on the screen."

©CIL 20576

# The Legend of Hollywood



CHARLES R. ROGERS

Presents

PERCY MARMONT

— in —

"THE LEGEND OF HOLLYWOOD"

A RENAUD HOFFMAN PICTURIZATION

Adapted from Frank Condon's Photoplay Magazine Story

Adapted and Titled by

ALFRED A. COHN

Film Editor

GLENN WHEELER

Released by PRODUCERS DISTRIBUTING CORPORATION



SS SHEET

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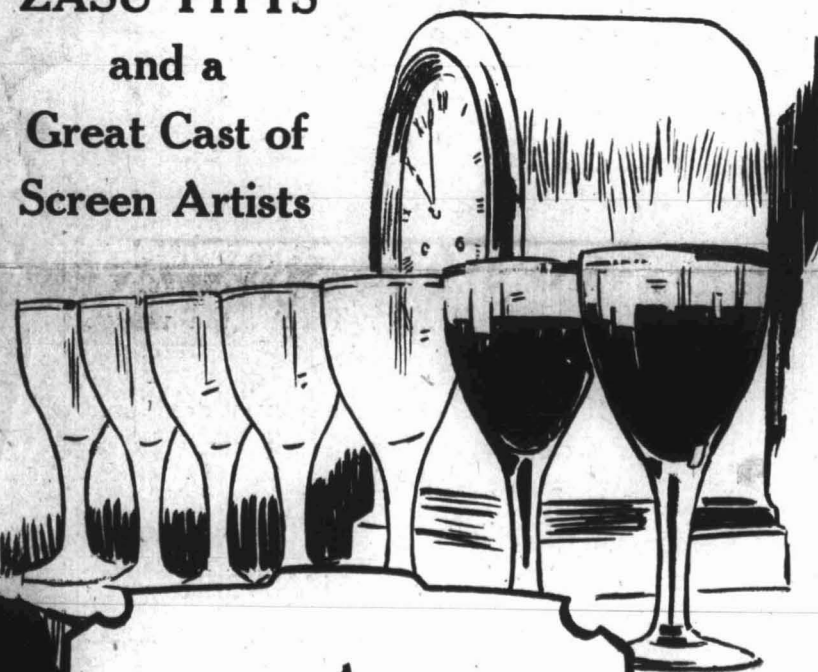
CORPORATION 469 FIFTH AVENUE, NEW YORK CITY

OF A MASTER DRAMATIST—  
AL AS LIFE AND AMBITION ITSELF—  
ILL LIVE AS LONG AS THE SCREEN

# The Legend of Hollywood

*Starring*  
**Percy Marmont**

Supported by  
**ZASU PITTS**  
and a  
**Great Cast of  
Screen Artists**



A  
**Powerful Drama of  
Real Life behind the  
[Scenes in the fasci-  
nating City of Motion  
Pictures--**

Once in a decade a story appears that is so human in its plot and people that all humanity thrills with its telling.—Such a story is "The Legend of Hollywood"—a tale that goes straight to the heart and bares life's utter despair and the glorious thrill that comes with success.

## SCREEN CLASSIC FEATURE ON BILL AT THE CAPITOL

A combination of a great story, a cast of the finest character actors on the screen today, and a directorial genius, make "The Legend of Hollywood" a truly remarkable production and one that should prove an outstanding box-office success.

"The Legend of Hollywood" is an intense visualization of life's darkest moments and the silvered lining of the psychologic clouds that gleam forth when hope is revived.

Percy Marmont, who scored one of the greatest successes in recent years as the whimsical "Mark Sabre" in "If Winter Comes," is the star. Zasu Pitts, the most unique personality on the screen today, plays the feminine lead, a characterization that gives her a wonderful opportunity to exploit her versatility, the role ranging from farce comedy to the deepest pathos.

"The Legend of Hollywood" is from the Photoplay Magazine story by Frank Condon, and tells of the despairing struggles of a writer to gain recognition in the field of scenario writing. Disappointment follows disappointment until, on the brink of desperation, he gambles with death in a thrilling game of seven glasses, one of which contains poison.

As the glasses are emptied, one by one, the suspense is poignant and almost paralyzing in intensity. The acting of Percy Marmont in this great scene, depicting mental torture and the slow breakdown of the man as the inevitable climax approaches, is one of the greatest histrionic triumphs ever recorded on the screen.

Renaud Hoffman, a newcomer to screenland and a young director who has been called a genius, is responsible for the production, which comes to the ..... Theatre, beginning.....

## BRIEF BIOGRAPHIES

### PERCY MARMONT

Educated at St. Anne's Redhill, Surrey, England. Stage career with Sir Herbert Tree, Sir George Alexander, Cyril Maude; in U. S., with Anne Muddock, Ethel Barrymore, Belasco; screen career: Paramount, Goldwyn, Select, Vitagraph; with Norma Talmadge in "The Branded Woman"; with Leatrice Joy in "The Marriage Cheat," with Betty Compson in "The Enemy Sex"; scored tremendous hit as "Mark Sabre" in "If Winter Comes." Blonde hair, blue-gray eyes.

### ZASU PITTS

Born in Parson, Kansas, 1899; educated at Santa Cruz. Screen career; Charlie Ray's leading woman in "Tailor-Made Man," and "Peaceful Valley;" plays the leading role in Von Stroheim's great production, "Greed." Has been featured in "Poor Men's Wives" with Barbara LaMarr; "The Man of



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Film Editor

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Released by PRODUCERS DISTRIBUTING CORPORATION

Photographed by Karl Strauss

Directed by Renaud Hoffman

**THE CAST**

John Smith ..... Percy Marmont  
Mary Brown ..... Zasu Pitts  
Mrs. Rooney ..... Alice Davenport  
"Blondie" ..... Dorothy Dorr  
Cameo ..... By Himself

**THE STORY**

John Smith, a writer who is also an idealist, comes to Hollywood to gain recognition in the field of scenario writing. He takes up his abode at Mrs. Rooney's modest boarding house, just off the Boulevard, where many present celebrities were unashamed to eat of Mrs. Rooney's "eternal prunes" during their early struggles from the obscure to the limelight.

Mary Brown, a movie-struck girl from a middle-west hamlet, has come to the great movie center to become a star in pictures, and she has gotten no farther than Mrs. Rooney's boarding house, where she is a waitress. Mary conceives a secret infatuation for Smith, but he is merely chivalrous, so immersed is he in his literary composition which he feels will provide the screen with its greatest story.

The opinion of Mrs. Rooney's boarders is that Smith is too "high-brow" for the movie directors, and this is soon brought home with impressive force to Smith, when, after weeks of waiting, his story is rejected by most of the picture companies. And so, disappointment follows disappointment until, on the brink of desperation, he gambles with death in a thrilling game of seven glasses, one of which contains poison.

Day by day, the glasses are emptied, and the suspense for Smith is poignant and almost paralyzing in its intensity. His mental torture and slow breakdown as the last day approaches when he will drink the seventh glass, is terrific. As the last glass is consumed, the one containing the poison, Smith receives a letter of acceptance and a check from a large picture company for his story. He falls unconscious to the floor, just as Mary enters the room, to bid him goodbye, for she has decided to go back home.

Mary revives the writer, and when he tells of his game with death, she informs him that several days before, she had accidentally broken one of the glasses while cleaning his room, and had replaced it without mentioning the accident to him. Smith, therefore, realizes that Fate has been kind to him and saved him from death, even though he had desired to die. Mary and Smith realize also the extent of their love for each other and together they plan a happy future.

Printed in U. S. of America.

**7  
days**



**a Renaud Hoffman  
Picturization**

**Screen Writer, Discouraged, Gambles  
Death when story is Rejected**

**Check Arrives Following  
Taking of Death  
Potion**

Los Angeles, Cal. (Date)—It was learned here today that John Smith, former newspaper man and writer, had taken poison when his screen masterpiece was rejected by most of the leading motion picture companies. Smith was a boarder at the home of Mrs. Lucille Rooney, 288 Sunset Boulevard, until his unpaid rent forced the landlady to forego his meals but she permitted him to stay on one week longer. For seven days Smith gambled with death in a desperate game of seven glasses of wine, one of which contained a deadly poison. On the seventh day under stress of mental torture and slow breakdown, he drank the seventh glass, and fell unconscious to the floor. He was found by Mary Brown, a maid, who

had entered his room delivering a letter, check and a note of acceptance of the screen story. Fortunately, she was able to administer the stricken man, and he is now going to press, his condition stood to be hoped for by Brown's timely aid.

The account reads from Edgar Allan Poe's "The Hound of the Baskin's" which has been crystallized into the picturization of "The Legend of Hollywood" now on view at the Theatre.

**ABOUT CAMEO**

Cameo is known as a full-blooded Irishman. He is a full-blooded Irishman who has been started in a number of comedies for Universal. He is a full-blooded Irishman who has been started in a number of comedies for Universal. He is a full-blooded Irishman who has been started in a number of comedies for Universal.



# Hollywood

## starring Percy Marmont

Supported by  
**ZASU PITTS**  
and a  
**Great Cast of  
Screen Artists**

A  
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Real Life behind the  
Scenes in the fasci-  
nating City of Motion  
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**Picturing the Heartaches  
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As the glasses are emptied, one by one, the suspense is poignant and almost paralyzing in intensity. The acting of Percy Marmont in this great scene, depicting mental torture and the slow breakdown of the man as the inevitable climax approaches, is one of the greatest histrionic triumphs ever recorded on the screen.

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#### RENAUD HOFFMAN

A widely-read scholar and a keen student of human nature; received his early education in Chicago. Has been connected with motion pictures for a number of years, and has accumulated all kinds of invaluable experience by working in varied capacities at the Coast studios. He electrified the entire picture industry recently with his wonderfully human production of "Not One To Spare," which was founded on the famous old poem by Ethel Lynn Beers.

#### MILLA DAVENPORT

Born in Switzerland, educated there; stage career, twenty-five years on the legitimate and vaudeville stage; screen career; supporting Nazimova in "Stronger Than Death" and "The Brat"; played in Hodgkinson's "Rip Van Winkle"; character woman in "The Christian" for Goldwyn; has appeared in Famous Players, Metro and Universal productions. Mrs. Davenport is the mother of Mrs. Wallace Reid.

#### FRANK CONDON

Author of over two hundred magazine and screen stories. Started career in New York City as feature writer for big newspaper syndicate. Has been employed as special staff writer for Famous Players for a number of years. He is the author of James Cruze's picture, "Hollywood," and is at present writing a number of humorous stories for The Saturday Evening Post.

#### ALFRED A. COHN

Editor and Title writer. Born Freeport, Ill. Recent pictures; "Jazzmania" and "The French Doll" for Metro; "The Brass Bottle" for First National; "Broadway Gold" for Elaine Hammerstein productions, and "Through the Dark" for Cosmopolitan.

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#### ABOUT CAMEO

Cameo is known as the "human dog." He is a full-blooded Irish terrier; has been started in a number of Century Comedies for Universal; and has appeared with practically every big screen star.

#### PERCY MARMONT SCORES NEW TRIUMPH

There is no finer actor on the screen today than Percy Marmont, if a mastery of the elements that make for real, artistic and graphic character delineation is a criterion.

Judged by this standard, Percy Marmont can truly be called the Master Actor. His popularity grows apace, and his name in a cast adds lustre and distinction and a guarantee of superb characterization.

Mr. Marmont has a brilliant stage experience as a background of his screen success. In England he played with such noted actors as Sir Herbert Tree, Sir George Alexander and Cyril Maude. In America he was under the management of David Belasco and Charles Frohman, appearing with Ethel Barrymore and Anne Murdock.

One of the greatest screen characterizations of recent years was his wonderfully sympathetic portrayal of "Mark Sabre" in "If Winter Comes," a great picture and one of the outstanding successes of the past year. And

that success was due, in no small measure, to Mr. Marmont's great work.

Other successes of this distinguished actor were in "The Shooting of Dan McGrew," "The Branded Woman," "The Price," "Wife Against Wife," "The First Woman," and "Married People."

#### PHOTOGRAPHER EXTRAORDINARY

Everybody in Hollywood who can afford it, flocks to the studio of Karl Strauss to be photographed by this master of the "still" and motion picture camera. His exquisite camera portraits are a delight to the eye. He rarely photographs motion picture productions, although practically every director and producer in Hollywood has vainly sought his services. Nevertheless, Renaud Hoffman, who is an old friend of Strauss', succeeded in coaxing him away from his pleasant task of photographing screen luminaries for the purpose of turning the crank on Hoffman's vital drama of the emotions, "The Legend of Hollywood." Strauss was so enthusiastic about the possibilities offered by the story, that he excelled even his former splendid work, with the result that the photography of "The Legend of Hollywood," which comes to the Theatre, is a reve-



# EVERY ONE WHO HAS L. EARNED WILL BE THRILLED BY

## A Special Feature Story For Sunday Newspapers

Is Hollywood sinful?

The editors of the Saturday Evening Post wanted to find out in order to inform their millions of readers. So they despatched Kenneth L. Roberts, one of their staff writers, to the supposed "Valley of Sin" to learn the awful truth. In his report, which appeared in a recent Post issue, Mr. Roberts said, among other things:

"According to a number of fairly intelligent persons who do not live in Hollywood, the ancient cities of Sodom and Gomorrah, which long held all records for standing broad wickedness and running high wickedness, have been lashed to the mast by Hollywood. Hollywood, according to these persons, is just too wicked for words. It is difficult to discover exactly how they reach their conclusions; and it is almost certain that if any one of the Hollywood - Gomorrah experts were

asked to prove his statements, he would open and close his mouth silently several times like a goldfish begging for ants' eggs, and then become highly indignant at his questioner. He would produce no figures, however, on either Gomorrah or Hollywood."

"So much piffle has been dispensed on the subject of vice in Hollywood, that the time is probably approximately right to say a word or two in behalf of its regular inhabitants. There are loose morals in Hollywood, just as there are loose morals in every city in the world, and every town in the world, and every little crossroads settlement in New England and every other section of the country. It is possible that because a lot of the movie-struck girls and boys who rush to Los Angeles and Hollywood are somewhat weak in the head there may be a little more looseness in Hollywood than can be observed in some other cities. There may be; but it is a safe bet that if twenty reporters who are familiar with Washington or Cleveland or Philadelphia or Chicago or Boston or any other thriving American metropolis were deposited in Hollywood and asked for a verdict as to whether or not it was a modern Gomorrah, they would laugh coldly and ask their questioner where he got that stuff. If Hollywood is a modern Gomorrah all other American cities of equal or greater size, are either Gomorrah or super-Gomorrah."

"There also has come into existence a belief that whenever one successful moving picture actor calls on another moving picture actor in Hollywood, he finds that the hypodermic syringes are neatly stacked in a hypodermic rack at the right of the front door, and that the butler thoughtfully rolls up the visitor's left sleeve and deftly proffers the morphine tablets so that the visitor can take a shot in the arm at once."

"It is always an unpleasant task to shatter a cherished delusion; and one feels a certain reluctance to shake anybody's belief in the wickedness of every moving-picture person. It is a fact, however, that there are many prudes in the motion-picture business, just as there are a number of gentlemanly drunks, plain drunks, low drunks, hop-heads and rotters. There are also many sensible, able, thrifty, clean-living and highly respected movie actors and actresses."

"Some of them go in heavily for 'petting parties' just as do any of the residents of New York, Washington, Cleveland, Boston, San Francisco and points east and west; while there are others whose idea of a wild and hilarious evening is to dig up a lot of old hats, skirts, sheets, stewpans, and what-not, and stage a charade in which the words con-sol-i-date, bill-et-ed, fungus and dor-nick are acted out in great detail."

"Success affects the moving-picture people in about as many ways as it affects lawyers, copper miners, authors or real-estate dealers."

"There are the big and famous stars, like Fairbanks, Pickford and Harold Lloyd, who are as simple, unpretentious and unspoiled as they ever were. They have great ability, and are as good directors, scenario writers and general

## RIALTO THEATRE ALL WEEK

# The Legend of Hollywood

Starring  
Percy  
Marmont



The Inspired Creation of a Master  
Dramatist.

A Story of Success in the face of  
Failure.

a Renaud Hoffman Picturization

Two Column Ad Cut No. 3

### POST CARD

Dear Sir (or Madam):

It gives me great pleasure to advise you that we will present Percy Marmont in "The Legend of Hollywood" at the ..... Theatre the week beginning .....

"The Legend of Hollywood" is the newest creation of that motion picture genius, Renaud Hoffman. - It is a screen classic that you cannot afford to miss.

Cordially,

MANAGER.

### CATCH LINES

A Panorama of Pathos

people are about as wild as a drink of buttermilk!"

The real Hollywood may be seen in Renaud Hoffman's most human production, "The Legend of Hollywood," which comes to the ..... Theatre next week. It is a masterful motion picture, and will strike vibrant chords of sympathy and understanding in the heart of every spectator.

CAMEO, MAKES  
SACRIFICE FOR ART

## Wistful Zasu Pitts Favor

Plays Leading Feminine role  
"The Legend of Hollywood"

ZASU PITTS who will be seen in "The Legend of Hollywood" opposite Percy Marmont has been a consistent favorite of the public since her histrionic triumphs in Universal Robertson-Cole pictures. She is a unique screen personality and an actress of distinct character and extraordinary dramatic ability.

Her emotional delineations of the exceptional wide range of farce comedy to intense pathos, her characterizations are distinguished by a subtle blending of these various emotions.

Pitts is an actress of the first

## AUTHOR TELLS "THE LEGEND"

Screen Drama is  
During Stay in

By Frank Condon

I first heard his story soon after my arrival in Hollywood, and always regarded it as a more or less gem. A weaver of little man with a tuft of whiskers, as I tell it, the time I heard it to the cigar store clerk in the store at the corner of Hollywood Boulevard and Canga Avenue, and I regretted my arrival on that occasion, because I overheard was the very tail end.

I stuck in my memory, like a in a tire, and two during the following twelve-month it was retold. an actor recited to an admiring audience at a Christmas Eve party at home of Adolph Manjou, and then he was unknown to me, when he wished, I singled him out in the crowd.

"That was an interesting little anecdote," I said to him. "Who was the fellow?"

"I don't know," he replied. "I heard the story two years ago, but the who told it to me didn't know name of the man. Nobody seems to know."

"Curious," I remarked, "especially seeing it happened right here in Hollywood."

"It's a sort of legend," he explained, smiling. "We probably never hear who he was. Time covers such things rather effectually."

I had no intention of letting cover it up, however, and as I continued to hear the story my curiosity grew proportionately.

It annoyed me. Here was a legend, a tradition of a community, a tale of Hollywood is a brand new city of shining hope and why, I demanded to know, the facts remain concealed?

Ireland has its fairy stories, but land is old and hoary and its legends are from the cloudy past. India has strange tales, but they were thousands of years ago. Hollywood is new, and the story is new. I heard in garages, with a dirty-faced mechanic telling it to a farmer from Iowa, tugged at a rusty nut. It came in the studios, where pictures were made, and I determined to run down, to find this nameless hero, him with blandishment and beg him go over the story for me, in own way, telling me the details of drama, as the man in actor in it.

Well, I failed, and I admit it this instant. I have advanced a single inch. The man is still shrouded in mystery, though I pursued him

RIALTO



# LEARNED OF SUCCESS LED BY THIS GREAT PICTURE

## Wistful Zasu Pitts—Public's Favorite Character Actress

Plays Leading Feminine role in "The Legend of Hollywood"

ZASU PITTS who will be seen in "The Legend of Hollywood" opposite Percy Marmont has been a consistent favorite of the public since her early histrionic triumphs in Universal and Robertson-Cole pictures. She is an unique screen personality and an artist of distinct character and extraordinary dramatic ability. Her emotion delineations cover the exceptional wide range from farce comedy to intense pathos, and her characterizations are distinguished by a subtle blending of these varying emotions. Zasu Pitts is an artiste of the high-

est order, splendidly capable of visualizing distinct and exquisitely human characters, and because of her superb displays of dramatic art she was selected by Von Stroheim, master director of "The Merry-Go-Round" to play the leading role in his picturization of Frank Norris' story, "Greed." Following this magnificent part, she was chosen by DeMille to portray the "Lady of the Pavement" in "Spring Cleaning" opposite Betty Compson and Adolphe Menjou. It is said, nevertheless, that Miss Pitts excels even these wonderful characterization when she essays, with startling realism, the role of the movie-struck girl in Renaud Hoffman's gripping drama, "The Legend of Hollywood," which comes to the Theatre on.....

## AUTHOR TELLS INSIDE STORY OF "THE LEGEND OF HOLLYWOOD"

Screen Drama is Founded on Facts Learned During Stay in City of Pictureplays

By Falk Condon

I first heard his story soon after my arrival in Hollywood, and have always regarded him as more or less a gem. A weazened little man with a tuft of whiskers, as well as the first time I heard late the cigar stand clerk in the drug store at the corner of Hollywood Boulevard and Cahenga Avenue, and I regretted my late arrival on that occasion, because all I overheard was a very tall end. I stuck in my memory, like a tack in a tire, and two during the following twelve-month it was retold. Once an actor recited to an admiring audience at a Christmas Eve party at the home of Adolphe Menjou, and though he was unknown to me, when he finished, I singled him out in the gay crowd. "That was an interesting little anecdote," I said to him. "Who was this fellow?" "I don't know," he replied. "I heard the story two years ago, but the girl who told it to me didn't know the name of the man. Nobody seems to know." "Curious," I remarked, "especially seeing it happened right here in Hollywood." "It's a sort of legend," he explained, smiling. "We probably never will hear who he was. Time covers up such things rather effectively." I had no intention of letting time cover it up, however, and as I continued to hear the story my curiosity grew proportionately. It annoyed me. Here was a legend, a tradition of the community, a tale of Hollywood which is a brand new city of shining homes, and why, I demanded to know, should the facts remain concealed? Ireland has its fairy stories, but Ireland is old and hoary and its legends are from the cloudy past. India is full of strange tales, but they were born a thousand years ago. Hollywood is new, and the story is new. I heard it in garages, with a dirty-faced mechanic telling it to a farmer from Iowa, as he tugged at a rusty nut. It came to me in the studios, where pictures are made, and I determined to run it down, to find this nameless hero, greet him with blandishment and beg that he go over the story for me, in his own way, telling me the details of the drama, as the man actor in it. Well, I failed, and I admit it. At this instant, I have advanced not a single inch. The man is still shrouded in mystery; though I pursued him in

the highways and byways. I inquired diligently, even of strangers, and of course among my friends, who have lived in Hollywood long enough to be regarded as old-timers. One of the veterans of Hollywood is T. Roy Barnes, the actor, who owns real estate and two shiny automobiles. He sat patiently upon his veranda and listened to me with tolerance. "Certainly, I have heard that story," he said, when I paused. "Heard it long before you ever did." "Then who is the fellow?" I asked. "What is his name and where does he live?" "I can't answer that. Never did hear his name. You might ask Jimmy Cruze about it. Cruze hears a good many things." I found Mr. Cruze coming out of the court house, where he had been testifying against a bootlegger. He is an old-timer in Hollywood and its secrets are, to him, an open book. "Yes," said Mr. Cruze, thoughtfully, "I remember that story well. I first heard it years ago, and I still hear it every now and then." "Did you know the man—the hero of the tale?" "I don't know him and never heard his name. He is probably here in Hollywood today. George Melford might know. See George about it." "I'd know it," said Mr. Melford, "if anybody could know it." Clad in disappointment, I stumbled forth anew upon the quest of my man. I wandered upon Joseph Henabery, the director, and Wallace Beery, both familiar with the lore of Hollywood. "I've heard it," Joe admitted. "So have I," said Mr. Beery. "But," I said, forestalling them, "You don't know the man?" They shook their heads, and suggested that I see someone else. For weeks I followed the trail, approaching this one and that, and my quest was like asking people if they had heard the tale of Little Red Riding Hood. Mr. Herbert Howe, fresh from New York, had heard it. So had Adela Rogers St. Johns, who knows more interesting facts about Hollywood than any other observer. Likewise it was known to Frank R. Adams, E. K. Lincoln, Tom Geraghty, Tommy Buchanan, Williams, the grocer; Jim Hall, the cop at Hollywood's main crossing; Joe Woodman, the filling station expert on Sunset; Walters, the drug-gist; Mary O'Connor, the scenario chief; Joe Engel, manager of the Metro Studios; Perley Sheehan, the transplanted novelist; Ralph Block, Jack Cunningham, Bert LeVino, Wally Young, Betty Weeks, Percy Heath, and so on without end. I append these names to indicate the vigor with

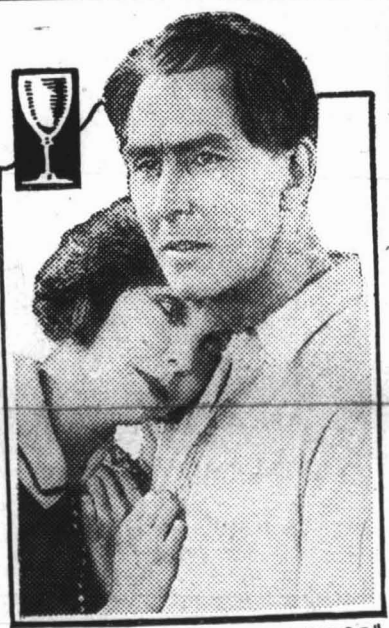


Two Column Production Cut No. 1

## Percy Marmont Acclaimed Screen's Finest Actor

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perience as a background of his screen success. In England he played with such noted actors as Sir Herbert Tree, Sir George Alexander and Cyril Maude. In America he was under the management of David Belasco and Charles Frohman, appearing with Ethel Barrymore and Anne Murdock. One of the greatest screen characterizations of recent years was his wonderful sympathetic portrayal of "Mark Sabre" in "If Winter Comes," a great picture, and one of the outstanding successes of the past year. And that success was due, in no small measure, to Mr. Marmont's marvelous work. His most recent success was in the principal role opposite Betty Compson in James Cruze's production of "The Enemy Sex." Other successes in which this distinguished actor appeared were "The Shooting of Dan McGrew," "The Light That Failed" and "The Marriage Cheat." This veritable classic of the screen will be shown at the.....Theatre, beginning.....



"THE LEGEND OF HOLLYWOOD" RELEASED BY PRODUCERS DISTRIBUTING CORP. One Col. Production Cut No. 2

## COHN ADAPTS AND TITLES "LEGEND OF HOLLYWOOD"

In Hollywood, whenever a story requires the services of a delicate and experienced hand, Al Cohn is called in, and Cohn has built up his reputation on "delivering the goods." For this reason Renaud Hoffman sought him when he decided to make a picturization of Frank Condon's soul-gripping story, "The Legend of Hollywood." And Cohn turned out an adaptation that not only maintained the spirit of the tale, but

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there are loose morals in every city in the world, and every town in the world, and every little crossroads settlement in New England and every other section of the country. It is possible that because a lot of the movie-struck girls and boys who rush to Los Angeles and Hollywood are somewhat weak in the head there may be a little more looseness in Hollywood than can be observed in some other cities. There may be; but it is a safe bet that if twenty reporters who are familiar with Washington or Cleveland or Philadelphia or Chicago or Boston or any other thriving American metropolis were deposited in Hollywood and asked for a verdict as to whether or not it was a modern Gomorrah, they would laugh coldly and ask their questioner where he got that stuff. If Hollywood is a modern Gomorrah all other American cities of equal or greater size are either Gomorrah or super-Gomorrah.

"There also has come into existence a belief that whenever one successful moving picture actor calls on another moving picture actor in Hollywood, he finds that the hypodermic syringes are neatly stacked in a hypodermic rack at the right of the front door, and that the butler thoughtfully rolls up the visitor's left sleeve and deftly proffers the morphine tablets so that the visitor can take a shot in the arm at once."

"It is always an unpleasant task to shatter a cherished delusion; and one feels a certain reluctance to shake anybody's belief in the wickedness of every moving-picture person. It is a fact, however, that there are many prudes in the motion-picture business, just as there are a number of gentlemanly drunks, plain drunks, low drunks, hop-heads and rotters. There are also many sensible, able, thrifty, clean-living and highly respected movie actors and actresses."

"Some of them go in heavily for 'petting parties' just as do any of the residents of New York, Washington, Cleveland, Boston, San Francisco and points east and west; while there are others whose idea of a wild and hilarious evening is to dig up a lot of old hats, skirts, sheets, stewpans, and what-not, and stage a charade in which the words con-sol-i-date, bill-et-ed, fungus and dor-nick are acted out in great detail."

"Success affects the moving-picture people in about as many ways as it affects lawyers, copper miners, authors or real-estate dealers."

"There are the big and famous stars, like Fairbanks, Pickford and Harold Lloyd, who are as simple, unpretentious and unspoiled as they ever were. They have great ability, and are as good directors, scenario writers and general experts as can be found in the movies. Through wise investments in real estate and the best securities they have made themselves very wealthy."

"A distinguished Eastern authoress journeyed to Hollywood a year or so ago, all a-quiver to witness some of the wild goings-on that she had heard about. She was invited to a dinner party, at which were some of the most celebrated of the movie set; and she was prepared to be taken home in an ambulance at a late hour in the morning. She later narrated her experience to a party of friends, all of whom were

equally eager to hear the latest scandal from movie-land. 'And do you know what those people did?' she asked in exasperation. 'Those grown-up people sat around and played charades just like a lot of children! And they enjoyed it! Can you believe it? Those



**The Inspired Creation of a Master Dramatist.**

**A Story of Success in the face of Failure.**

**a Renaud Hoffman Picturization**

**Two Column Ad Cut No. 3**

**POST CARD**

**Dear Sir (or Madam):**

It gives me great pleasure to advise you that we will present Percy Marmont in "The Legend of Hollywood" at the ..... Theatre the week beginning .....

"The Legend of Hollywood" is the newest creation of that motion picture genius, Renaud Hoffman. It is a screen classic that you cannot afford to miss.

**Cordially,**

**MANAGER.**

people are about as wild as a drink of buttermilk!"

The real Hollywood may be seen in Renaud Hoffman's most human production, "The Legend of Hollywood," which comes to the ..... Theatre next week. It is a masterful motion picture, and will strike vibrant chords of sympathy and understanding in the heart of every spectator.

### **CAMEO, MAKES SACRIFICE FOR ART**

Cameo, a blooded Irish terrier with as many royal ancestors as Saint Patrick, and a screen star in his own right, made a sacrifice recently because of his eagerness to play in Renaud Hoffman's great human drama, "The Legend of Hollywood," now at the ..... Theatre. He was asked to submerge his noble identity in order to depict the character of a mongrel pup. Mr. Hoffman declares that Cameo's sacrifice proves him as being truly an actor, with more than merely puppy-love for his art, and that when

"The Legend of Hollywood" is shown, the screen fans will acclaim him as having raised the standard of doggone good acting, and place him on a plane with Strongheart, Rin-Tin-Tin and the lesser hot-doggies of the silver sheet.

### **CATCH LINES**

**A Panorama of Pathos**

**Real Life in the Movies**

**An Inspiring Inspiration**

**A Gem of Dramatic Art**

**A Motion Picture Classic**

**Appealing to All Humanity**

**A Story of Success in the Face of Failure**

**As Vital as Life Itself**

**Perfectly Simple and Simply Perfect**

### **Complete Trailer Information**

National Screen Service, Inc., furnishes good trailers on all Producers Distributing Corporation pictures.

On all releases National Screen Service has a Service Trailer consisting of main title and 75 feet of carefully selected scenes. This costs \$5.00, and \$1.50 refund is allowed if you return the trailer within two weeks of shipment.

You can secure a regular trailer service from National Screen Service on all productions at the cost of \$25 monthly.

The following exchanges have these trailers in stock: Denver, Seattle, Atlanta, Dallas, Minneapolis and Omaha.

Ask the booker at any of these exchanges.

Or order direct from any of the following offices of

#### **THE NATIONAL SCREEN SERVICE**

126 West 46th Street  
New York City

845 South Wabash Avenue  
Chicago, Ill.

284 Turk Street  
San Francisco, Cal.

917 South Olive Street  
Los Angeles, Cal.

**Wire or Write—Giving Exact Play Dates.**

I first heard this story soon after my arrival in Hollywood, and always regarded it as more or less a gem. A weaver of words, a man with a tuft of whiskers, a man with a time I heard it, the clerk in the drug store at the corner of Hollywood Boulevard and Cenga Avenue, an arrival on that occasion, because overheard was a very tail end. I stuck in my memory, like a ing twelve-month it was retold. an actor recited to an admiring dience at a Chris nas Eve party home of Adolphe Manjou, and th he was unknown to me, when he ished, I single him out in the crowd.

"That was an interesting little anecdote," I said to him. "Who was the fellow?"

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Ireland has its fairy stories, but land is old and hoary and its legends are from the cloudy past. India is of strange tales, but they were born thousands of years ago. Hollywood new, and the story is new. I heard in garages, with dirty-faced mechanics telling it to a farmer from Iowa, a tugged at a rusty nut. It came to in the studios, where pictures made, and I determined to run down, to find this nameless hero, go him with blandishment and beg he go over the story for me, in own way, telling me the details of drama, as the man actor in it.

Well, I failed, and I admit it. this instant. I have advanced not single inch. The man is still shrouded in mystery, though I pursued him

**RIALTO THEATRE**

**Percy Marmont in The**

**Legend of Hollywood**

**a Renaud Hoffman Picturization**



**One Col. Ad Cut No. 1**



By Frank Condon

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"Yes," said Mr. Cruze, thoughtfully, "I remember that story well. I first heard it years ago, and I still hear it every now and then."

"Did you know the man—the hero of the tale?"

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"I've heard it," Joe admitted.

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And thus I was obliged to use what bits of fact I could gather from these various sources, and garnishing it with fiction from the store of my own imagination, I fashioned the tale which Renaud Hoffman has immortalized for the screen. "The Legend of Hollywood" is now on view at the Theatre.

A powerful newspaper syndicate recently conducted a nation-wide contest to determine the screen's most versatile actor and Percy Marmont was unanimously chosen for the place of honor.

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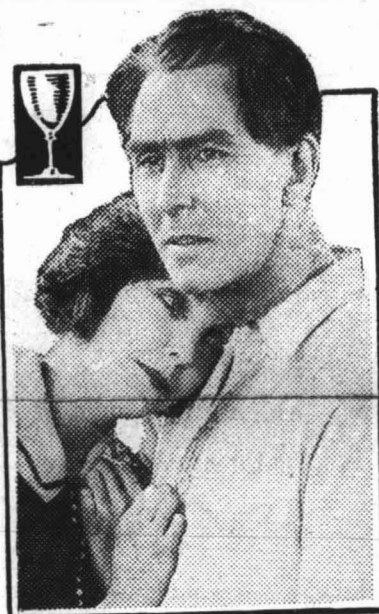
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"THE LEGEND OF HOLLYWOOD"  
RELEASED BY  
PRODUCERS DISTRIBUTING CORP.  
One Col. Production Cut No. 2

### COHN ADAPTS AND TITLES "LEGEND OF HOLLYWOOD"

In Hollywood, whenever a story requires the services of a delicate and experienced hand, Al Cohn is called in, and Cohn has built up his reputation on "delivering the goods." For this reason Renaud Hoffman sought him when he decided to make a picturization of Frank Condon's soul-gripping story, "The Legend of Hollywood." And Cohn turned out an adaptation that not only maintained the spirit of the tale, but which lifted it to an even higher plane of drama. In addition to this, he wrote the titles for the production, which depicts the despairing struggles of the unknown man and woman striving for success in Hollywood. This feature will be shown at the Theatre.....

### RENAUD HOFFMAN MAKES ANOTHER SCREEN CLASSIC

The feature at the Theatre next week is another inspired creation by Renaud Hoffman. This time the talented young motion picture genius is giving the public a graphic story of the heartaches of the motion picture aspirants that journey to Hollywood in search of fame and fortune.

The new motion picture classic is called "The Legend of Hollywood," and in it Percy Marmont renders one of the greatest characterizations ever seen on the screen. Mr. Marmont portrays the part of an ambitious young writer who goes to Hollywood with the intention of writing scenarios for the motion picture producers. In a boarding house in Hollywood he meets both the successful and the unsuccessful people of the motion picture world. Assembled daily in the dining room are the dashing Ingenue, the Character Man, the rising young juvenile, the comedian, and the young girl whose hope of becoming a great star has vanished in bitter disappointment.

In his efforts to gain recognition, Mr. Marmont as the screen writer, journeys to all of the studios and submits his work. Disappointment follows disappointment until, without money, and on the verge of starvation, he gambles with death in a novel game in which seven glasses, one of them containing poison, are set between him and the last hope of success from a studio where his story is being considered.

How Fate with one of its peculiar tricks, takes a hand in the game, makes a great finale to the story.

### HOLLYWOOD AT A GLANCE

In the opening episodes of "The Legend of Hollywood" Renaud Hoffman's masterful drama now showing at the Theatre, views of the great Coast producing studios are shown where all the big motion pictures are produced. The magnificent studios of Thos. H. Ince are seen basking in the soft California sun at Culver City, where millions of dollars are expended yearly on super-productions. The Ince administration building, which has been designed to represent a fine old Colonial mansion is seen; also the Warner

Bros. Studio in Hollywood is shown, where "Ben Hur" and other great pictures were made. Every film fan should make an effort to see "The Legend of Hollywood," for in addition to these inside glimpses of Hollywood's huge studios, they will sit enthralled at Percy Marmont's splendid characterization in this marvellous drama, which Renaud Hoffman, crowned by all as Hollywood's youngest directorial genius, has directed with all the subtlety and fine shading of a Rembrandt painting.

## RIALTO THEATRE

## Percy Marmont in

## Legend of Hollywood

a Renaud Hoffman  
Picturization



One Col. Production Cut No. 1

### DIRECTOR HOFFMAN AN INSPIRED GENIUS

### "Legend of Hollywood" Is a Screen Classic

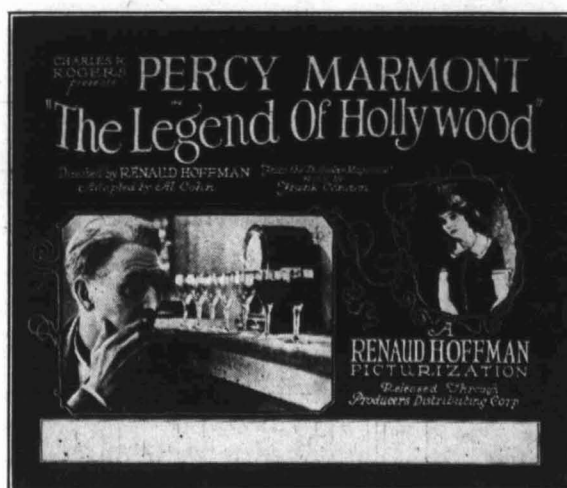
A quiet, unassuming young man who used to be an artist and who thought he would like to make pictures. That is the simple word-picture of one who knows Renaud Hoffman intimately, and it is consistent with the character of the man who conceived and directed that delightful prose-poem of the screen, "Not One To Spare," which created a sensation when shown on Broadway a short time ago.

Personally and in his work for the screen, Hoffman never rants. Simplicity depth and verity characterize his nature and his creations. The manner in which he presents unusual stories on the screen is reminiscent of the simplicity and pathos of Robert Burns, the vigor of Richard Harding Davis and the subtle psychology of Guy de Maupassant.

Hoffman's meteoric rise to fame is not the result of accident. It is the result of intense study and studious application of the technique of motion picture production. His pictures are human and inspiring, clean, and uplifting, and his characters real and sincere.

"The Legend of Hollywood," in which Percy Marmont is said to register his greatest emotional delineation, is a product of Renaud Hoffman's directorial genius, and will be shown at the Theatre for the first time..... and play for ..... days.

SLIDES  
Bring  
'em  
In





# A Production That Appeals The Touch of Nature That Make

## A Feature Story for Your Sunday Newspaper

Twenty-three hundred years ago, a certain citizen of Greece undertook a very daring enterprise. He tried to bring within the compass of a single analysis the whole sweep of human knowledge. He tried to build up a scientific systematization of information as a basis for the control of life. He tried, by taking thought, to reduce the chaos of human affairs to a rational order. His name was Aristotle, and for twenty-three centuries the world has paid tribute to his memory.

And yet Aristotle failed in his attempt. The trouble with him was that he lived in an age which was just beginning to inquire about human life and its relations. The sciences were in their barest infancy; biology scarcely existed; chemistry and physics were limited to speculation; and astronomy was a matter of a few shrewd guesses. Of the past

of mankind there was no knowledge at all. Tutankhamen had been buried in his tomb for a thousand years, and nothing was known of him or his civilization. Even as regards contemporary society there was little exact information. The Western Mediterranean and the frontiers of Persia, an area but little larger than the state of Texas, formed the outposts of the world. Beyond those barriers lay the unknown, holding dark and unfathomable secrets. With so many pathetic limitations, with so many gaps in the framework of human knowledge, with

many essential factors missing even the overshadowing genius of Aristotle could make no headway toward an intelligent world order.

Now, with the infinite possibilities of the inventions of our Modern Age, all is changed. We have a marvellous development of all science to its nth degree; we have the printing press—and greatest of all these, we have the motion picture camera, which, with unfailing and powerful eye, has recorded in an epic way the majestic sweep of our entire awe-inspiring civilization. Suppose Aristotle had possessed a motion picture camera? What treasures he would have immortalized to be placed in our archives for all Time!

In many ways, Renaud Hoffman reminds one of that early Greek scholar. He is above all, a keen student of nature and of life; and also a man of vision spanning the regrettable gaps of the ordinary individual as regards their contact and observation of human existence. With all the delicacy of a Rembrandt's brush he has caught a bit of life and immortalized it for the silver sheet, in his creation of that pulsating drama called "The Legend of Hollywood," now at the..... Theatre. He has visualized life's most tragic emotion—Despair—in this intense dramatization of life's darkest moments and the silvered lining of the psychologic clouds has shone forth when hope is revived.

Renaud Hoffman has indeed proved himself a master dramatist of the screen, and had Aristotle lived today, he would have undoubtedly chosen this young directorial genius to impart his marvellous knowledge of human relations to the world through the medium of the motion picture.

## HERALDS

Inexpensive and highly attractive Heralds may be made up from the scene and publicity cuts in this press sheet, in combination with the synopsis of the story and the catch-lines used as headings for the news stories.

An excellent Herald can be made by reprinting one of the publicity stories on newspaper stock and distributing it like a clipping from your local paper.

## PERCY MARMONT IN POWERFUL DRAMA

A combination of a great story, a cast of the finest character actors on the screen today, and a directorial genius, make the "Legend of Hollywood" a truly remarkable production.

Percy Marmont, who scored one of the greatest successes in recent years as the whimsical "Mark Sabre" in "If Winter Comes" is the star. ZaSu Pitts, the most unique personality on the screen today, plays the feminine lead, a characterization that gives her a wonderful opportunity to exploit her versatility, the role ranging from farce comedy to the deepest pathos.

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## AN ATTRACTIVE WINDOW CARD TO BOOST BUSINESS

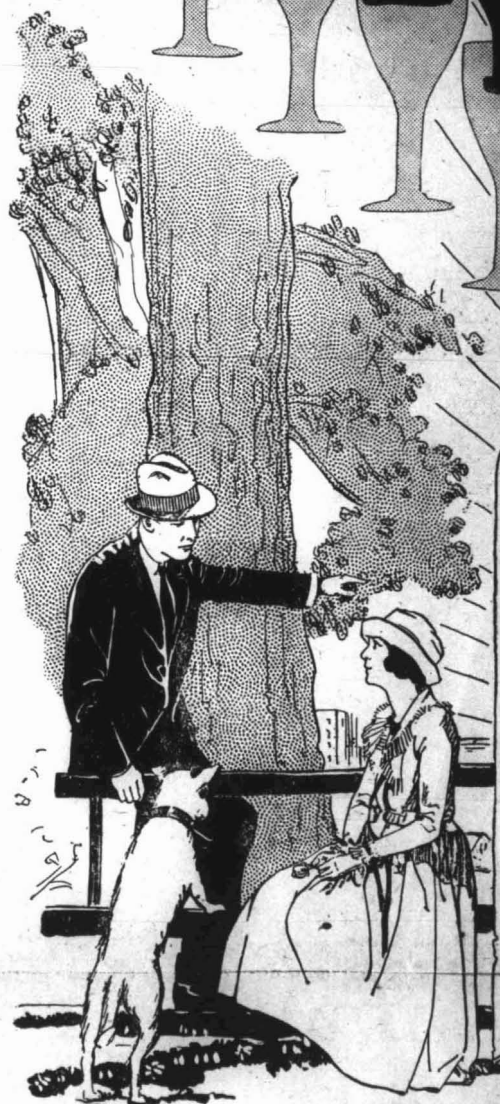
## "THE LEGEND OF HOLLYWOOD" PERCY MARMONT ZASU PITTS DIRECTED BY RENAUD HOFFMAN



## CAPITOL Theatre

# THE LEGEND OF HOLLYWOOD

starring



a Renaud Hoffman Picture

## A Stupendously Dramatic Romance

Set in the Most Fascinating  
on Earth.

A powerful Story that  
and uplifts,—A Thriller  
of real Life with  
Disappointments and  
Triumphs Over Mis

Human Story  
Human Drama  
Produced  
Great

Three-Column Adv. Cut No.

## Pithy Program Paragraphs

Percy Marmont has declared that "The Legend of Hollywood" is his best picture—which is saying something when one remembers "If Winter Comes," "The Light That Failed," and "The Marriage Cheat," are among his many successes.

"The Legend of Hollywood" is the most human drama ever screened, and was directed by Renaud Hoffman, that young genius who was responsible

of Mrs. Wally Rea is seen for the first time in months in Renaud Hoffman's marvellous production of Frank Condon's gripping story, "The Legend of Hollywood." She plays the part of Mrs. Room, a kindly boarding-house keeper.



# Appeals To All Humanity That Makes The Whole World Kin

OL Theatre NOW

## LEGEND OF

staring Percy Marmont

LYWOOD  
and Zasu Pitts

### A Stupendously Dramatic Romance

Set in the Most Fascinating City  
on Earth.

A Powerful Story that Inspires  
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Human Story of  
Human Ambitions  
Produced by a  
Great Director.

Hoffman Picturization

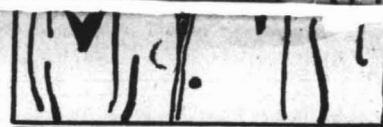
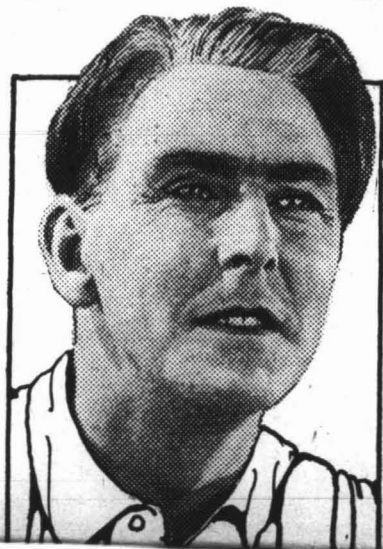
Three-Column Adv. Cut No. 5

### THESE ARE FOR THE ANSWER MAN

**Tommy:** Percy Marmont is the star of "The Legend of Hollywood," the screen version of that wonderful story that appeared in the March issue of Photoplay. Yes, he had the leading role in "If Winter Comes" and was also excellent in "The Light That Failed," "The Marriage Cheat" and "The Enemy Sex."

**Concordia:** We are glad that Percy Marmont is your favorite screen actor. We think he is the most versatile and intelligent male star of the screen. His latest picture is "The Legend of Hollywood," produced by Renaud Hoffman, the young director whom some say is as great as Griffith and Ingram.

**Filmette:** You are right. Renaud Hoffman is the young man who electrified the picture world recently with his direction of that marvelously human picture, "Not One to Spare." Now



PERCY MARMONT in  
"THE LEGEND OF HOLLYWOOD"  
RELEASED BY  
PRODUCERS DISTRIBUTING CORP.  
One Column Star Cut No. 1

every producer in Hollywood is bidding for his services. His new picture is said to be the most gripping drama of the year and is called "The Legend of Hollywood."

**Literati:** Frank Condon who wrote the story of "The Legend of Hollywood" which Renaud Hoffman recently made into a picture starring Percy Marmont, is the same chap who writes those clever humorous yarns for the Saturday Evening Post. I'll tell Frank that you think his stuff is as funny as Ring Lardner's. Yes, he also wrote "Hollywood" which James Cruze produced for Famous Players.

## REVIEWS

### "LEGEND OF HOLLYWOOD" A VITAL DRAMA OF DESPAIR

With painstaking care and studious application, a certain young man out Hollywood way answering to the name of Renaud Hoffman, climbed steadily in his motion picture work until suddenly—with a meteoric flash he electrified us blasé movie fans with a new technique in the art of pictures exemplified in his classic of parental love, called "Not One To Spare." At the time we viewed this perfect gem, we advised our readers to watch closely this young man's efforts. And now he has gone and proven once more that his observation of life and its human relations is both startling and a revelation with his production of "The Legend of Hollywood" which is on view at the.....Theatre this week.

This production seems to us to be a perfect celluloid crystallization of an Edgar Allan Poe tale, told with all the pathos and simplicity of a Robert Burns. It vitalizes the drama of despair—that most tragic of all emotions, with all the vigor and understanding of a master hand. Under Hoffman's guiding hand, his screen wraiths become living, breathing people, enduring joys and sorrows, just as we do. Percy Marmont, that magnificent actor whose performance in "If Winter Comes" will never be forgotten, at least, by us, excels himself in the role of an unsuccessful screen writer. And Zasu Pitts, who has always been our favorite character actress, gives a characterization that is both charming and delightful.

We are not going to divulge the story; we feel ourselves incapable of describing such an exquisite little tale, but we advise everybody not to fail to see it.

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The suspense as the glasses are emptied one by one, is almost paralyzing in its intensity, and the acting of Percy Marmont depicting the mental torture and slow breakdown is, in our opinion, one of the greatest histrionic accomplishments ever recorded on a strip of film. Opposite Mr. Marmont is Zasu Pitts playing a role in which comedy and pathos are blended with a delicacy unrivaled in screen delineations, and in the supporting cast Dorothy Dorr, Alice Davenport and others seem to live the parts they play.

"The Legend of Hollywood" is truly a masterpiece of photodramatic art, and it will move you as no other picture ever shall. We think Renaud Hoffman is the screen's greatest "white hope," and the time is not far distant when he will take his place with Griffith, Ingram and the greatest of them.

m Paragraphs

## LIVE WIRE EXPLOITATION IDEAS

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"The Legend of Hollywood" is a corking title because there is a world-wide interest in this great movie center. Your patrons will want to see a story of Hollywood, and you can be assured in telling that this magnificent drama is a true story of the famous town. Arrange a tie-up with your local bookseller in this manner: Have

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Probably the best ballyhoo you could get would be a thin-looking man dressed in old clothes, looking haggard and worn. He could give out a throwaway reading: "I am a failure; I have only seven days to live. See the reason why in 'The Legend of Hollywood,' starring Percy Marmont at the .....Theatre."

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Inexpensive and highly attractive Heralds may be made up from the scene and publicity cuts in this press sheet, in combination with the synopsis of the story and the catch-lines used as headings for the news stories.

An excellent Herald can be made by reprinting one of the publicity stories on newspaper stock and distributing it like a clipping from your local paper.

tion picture camera? What treasures he would have immortalized to be placed in our archives for all Time!

In many ways, Renaud Hoffman reminds one of that early Greek scholar. He is above all, a keen student of nature and of life; and also a man of vision spanning the regrettable gaps of the ordinary individual as regards their contact and observation of human existence. With all the delicacy of a Rambrendt's brush he has caught a bit of life and immortalized it for the silver sheet, in his creation of that pulsating drama called "The Legend of Hollywood," now at the..... Theatre. He has visualized life's most tragic emotion—Despair—in this intense dramatization of life's darkest moments and the silvered lining of the psychologic clouds has shone forth when hope is revived.

Renaud Hoffman has indeed proved himself a master dramatist of the screen, and had Aristotle lived today, he would have undoubtedly chosen this young directorial genius to impart his marvellous knowledge of human relations to the world through the medium of the motion picture.

## PERCY MARMONT IN POWERFUL DRAMA

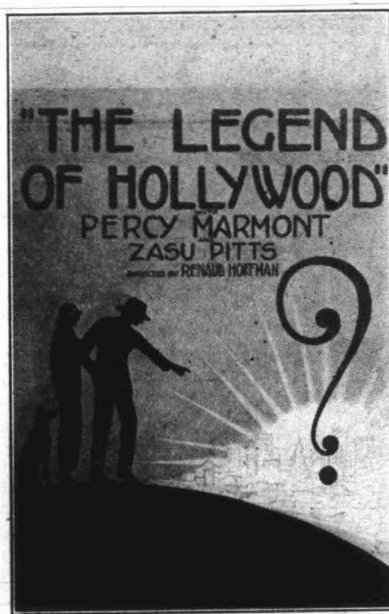
A combination of a great story, a cast of the finest character actors on the screen today, and a directorial genius, make the "Legend of Hollywood" a truly remarkable production..

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Renaud Hoffman, a newcomer to screenland, and a young director, who has been called a genius, is responsible for the production.

## AN ATTRACTIVE WINDOW CARD TO BOOST BUSINESS



Three-Column Adv. Cut

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"The Legend of Hollywood" is the most human drama ever screened, and was directed by Renaud Hoffman, that young genius who was responsible for "Not One To Spare," called by many the wonder picture of the year.

Despair! Life's most tragic emotion has at last been dramatized in a masterpiece of photodramatic art under the title of "The Legend of Hollywood." The picture has been directed by Renaud Hoffman, and tells of the despairing struggles of a writer to gain recognition in the field of scenario writing. Disappointment follows on disappointment, until, on the brink of desperation, he gambles with death in a thrilling game of seven glasses, one of which contains poison.

Von Stroheim, the great continental director who made "The Merry-Go-Round" and "Foolish Wives," declares that Zasu Pitts is the screen's finest actress. He cannot understand why producers do not star her. Miss Pitts was engaged to play the leading role in Von Stroheim's super-production, "Greed," after he had seen her superb characterization in "The Legend of Hollywood," Renaud Hoffman's latest and greatest picture.

Suspense!  
A lone man fighting against great odds—borne down by life's most tragic emotion: despair! He played a game with death—and he knew that on the seventh day he must die. The suspense as the seventh day approaches is almost paralyzing in its intensity, and the acting of Percy Marmont depicting the mental torture and slow breakdown of the man as the inevitable climax approaches, is one of the finest histrionic achievements ever recorded on the screen. Do not fail to see this greatest of great pictures, "The Legend of Hollywood."

The mother-in-law of a famous screen star returns to the screen after a long absence occasioned by her beloved son-in-law's untimely death. Milla Davenport, who is the mother

## CAPITO Theatre



## The Legend of Hollywood

Star Percy Marmont  
A Great Picture  
A Great Director

a Renaud Hoffman Production

One-Column Adv. Cut No

## Mail Campaign Letter

Dear Sir (or Madam):

We have secured Renaud Hoffman's great motion picture classic, "The Legend of Hollywood," in which Percy Marmont renders the greatest characterization of his dramatic career, and Zasu Pitts is seen in one of her inimitable portrayals, supported by a great cast of players.

"The Legend of Hollywood" is a story of the bitter disappointments and the glorious successes that come to the motion picture aspirants who journey to Hollywood in search of fame and fortune.

It is a story as true and as real as life itself, written by a man who knows the life of Hollywood, and produced by a genius whose touch gives reality to the motion picture drama.

"The Legend of Hollywood" is a great story of real life in the most romantic spot on earth. I'm sure you'll want to see it next week.

Cordially,

MANAGER.



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## Hoffman Picturization

Three-Column Adv. Cut No. 5

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### THE STAR

Percy Marmont, through the dynamic force of his versatile personality, has won for himself the favor of thousands of fans. Grasp every opportunity to play up his name, for it will mean dollars to your box office. Arrange a second tie-up with your bookseller by having him place numerous copies of "If Winter Comes" and "The Light That Failed" in his window. Include a card in the display, bearing this inscription:

"As the immortal 'Mark Sabre' of 'If Winter Comes' and as the disillusioned artist in Kipling's 'The Light That Failed' Percy Marmont made a lasting name for himself in the Movie Hall of Fame. See him in his latest production, 'THE LEGEND OF HOLLYWOOD' at the .....Theatre, beginning....."

### MINISTERS

Get Ministers interested in "The Legend of Hollywood." Arrange a special screening of the picture for them; the plot of the picture will suggest a number of good sermon topics. It would be an excellent plan to have newspaper articles, each day for a week prior to the showing, written by well-

known ministers. Subjects like this would be good: "One should never despair when failure threatens; every misfortune happens for some ultimate good," or "Are Fame and Fortune the only things in life?" An article or a sermon on the truth about Hollywood would also be good.

### CONTEST

Interest the local high school officials in a photoplay writing contest for those high-school students who stand highest in English composition, inasmuch as the hero of "The Legend of Hollywood" is a writer of scenarios. A week before the picture is scheduled to be shown, start the ball rolling for the contest by having the English teacher instruct his pupils to submit compositions. The number of students

up to twenty in number who have the best compositions will thereby be permitted to enter the scenario contest. Offer small prizes for the best three scenarios, and promise the winners that you will forward their stories to the Scenario Department of the Producers Dist. Corp., 469 Fifth Avenue, where they will be read, and if considered suitable as potential photoplays, the head of the Scenario Department will then make arrangements to purchase the successful stories for one of the Producers Dist. Corporations producing units. If you plan this contest carefully, you will arouse intense interest in the picture and your box-office will profit thereby.

### STREET BALLYHOO

Probably the best ballyhoo you could get would be a thin-looking man dressed in old clothes, looking haggard and worn. He could give out a throwaway reading: "I am a failure; I have only seven days to live. See the reason why in 'The Legend of Hollywood,' starring Percy Marmont at the .....Theatre."

### THROWAWAYS

You might use either of the following as a throwaway. Print it in bold type on a small piece of paper: "Do You Know What Really Happens in Hollywood? Learn the truth by seeing 'The Legend of Hollywood' at the.....Theatre."

Suppose you were a failure in life—Do you think suicide would be the best way out? See what happens in 'The Legend of Hollywood' at the .....Theatre."

### WOMEN'S WEAR SHOPS

Get the women's wear shops and department stores to fix window displays and to place a card in the window reading something like the following: "If Mary Brown had worn gowns like ours she might have been a movie star today, but she did not realize the importance of dressing well. See what happens to her in 'The Legend of Hollywood' at the.....Theatre."

## CAPITOL Theatre



## The Legend of Hollywood

Starring  
Percy Marmont

A Great Picture  
A Great Director

a Renaud Hoffman  
Picturization

One-Column Adv. Cut No. 2

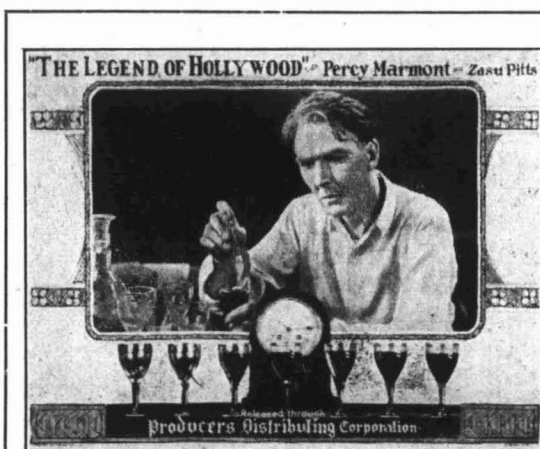
CHARLES R. ROGERS PRESENTS  
**PERCY MARMONT**  
IN  
**"The Legend of  
HOLLYWOOD"**  
DIRECTED BY  
RENAUD HOFFMAN  
ADAPTED BY  
AL COHN  
From the  
"PHOTOPLAY MAGAZINE"  
story by FRANK CONDON

A RENAUD HOFFMAN  
PICTURIZATION

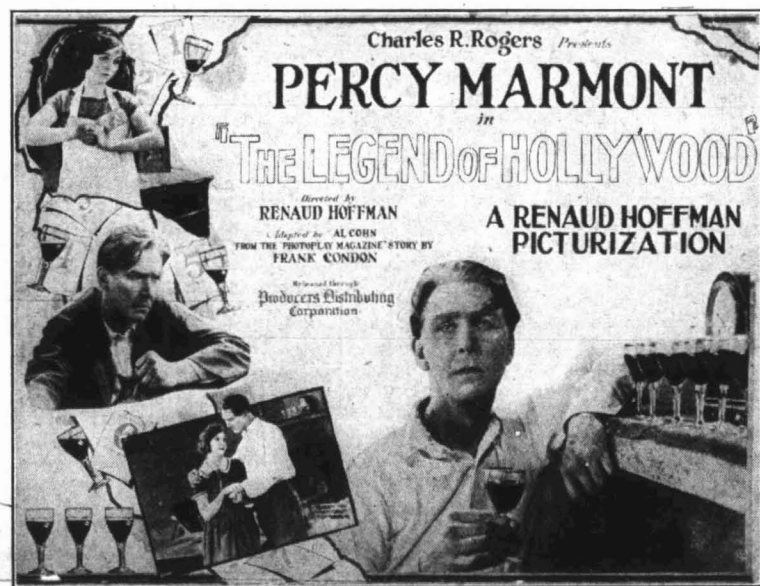
Two-Column Adv. Cut No. 4



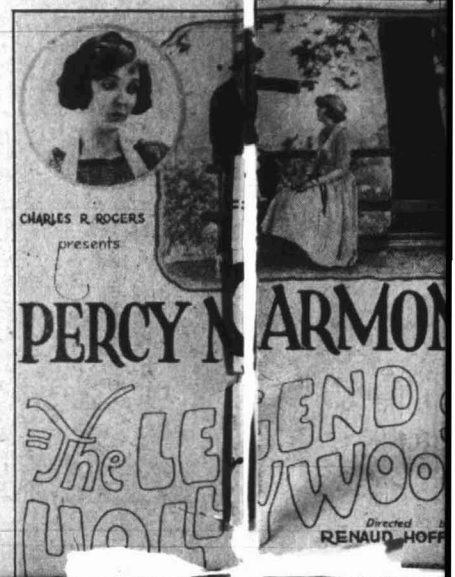
# LOBBY CARDS and POSTER



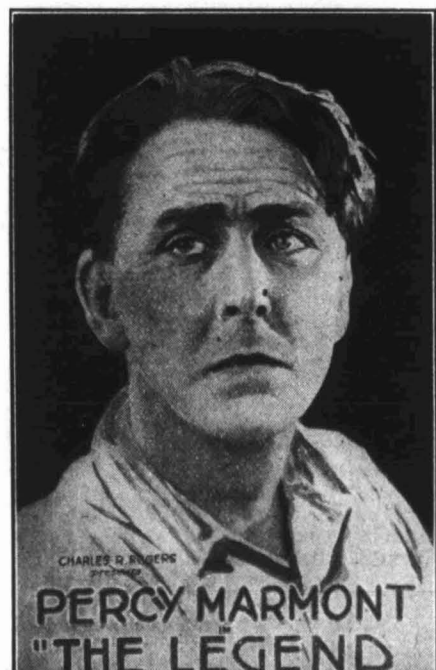
SET OF EIGHT COLORED LOBBY CARDS



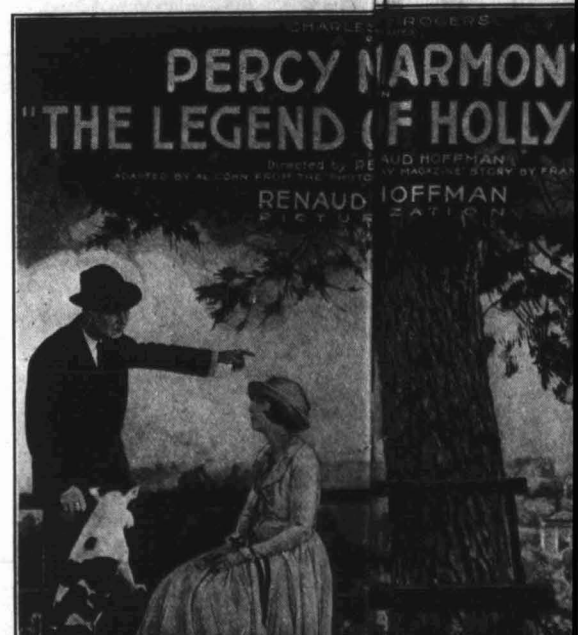
COLORED LOBBY CARD (22" x 28")



INSERT CARD (14" x 36")

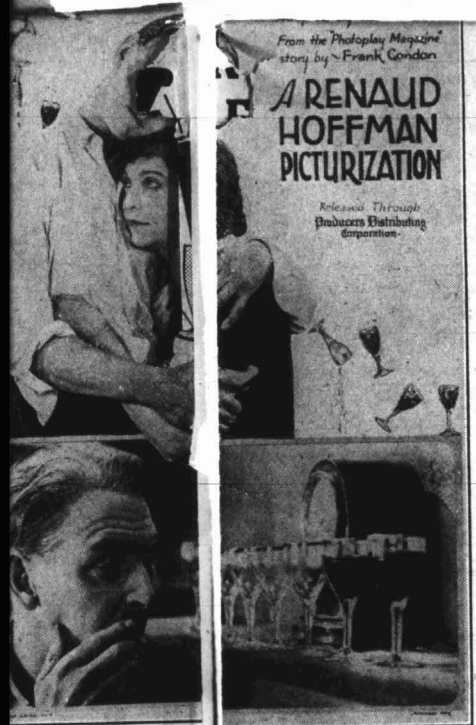
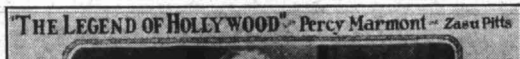
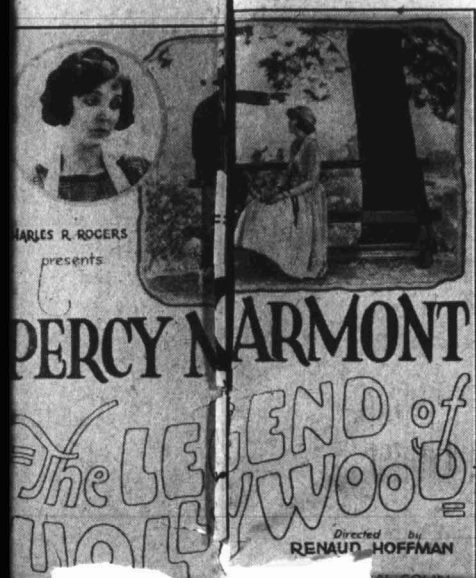


*There is Action  
and Romance  
and Alluring  
Mystery in this  
Sure-Fire  
Paper*



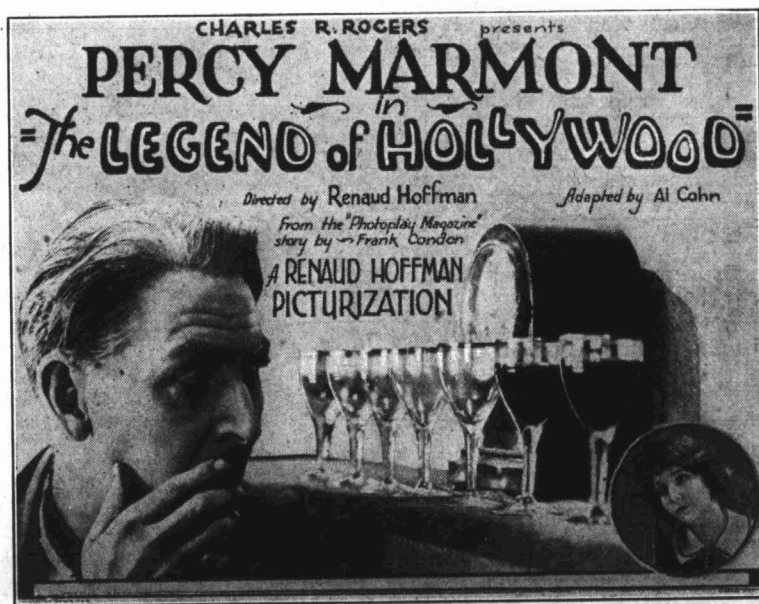


# POSTERS of SUPER-POWER

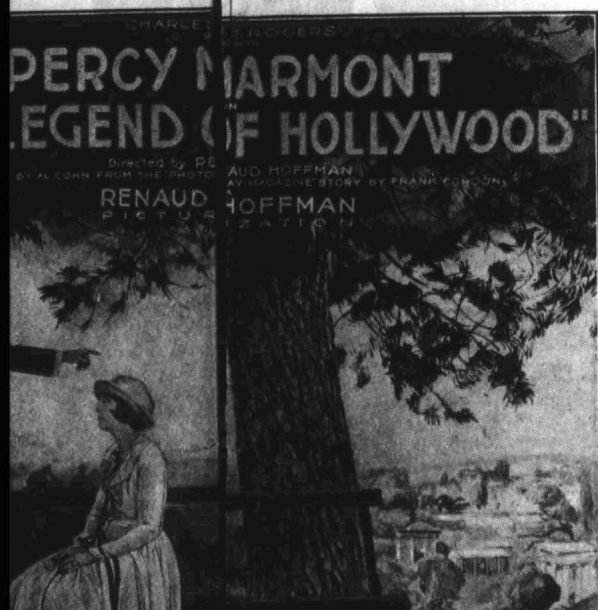


BEAUTIFUL LOBBY CARDS (EACH 11" x 14")

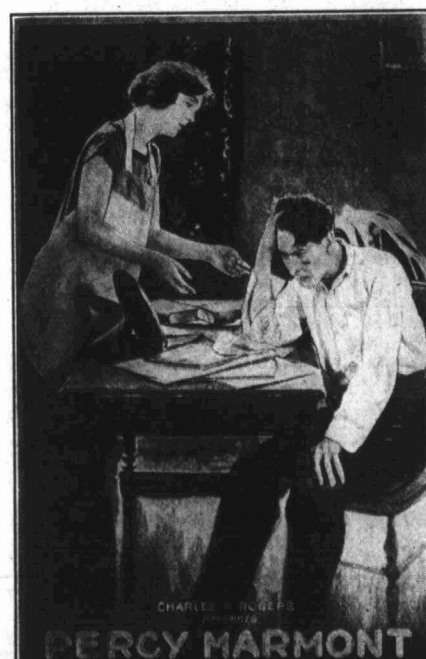
INSERT CARD (14" x 36")



COLORED LOBBY CARD (22" x 28")

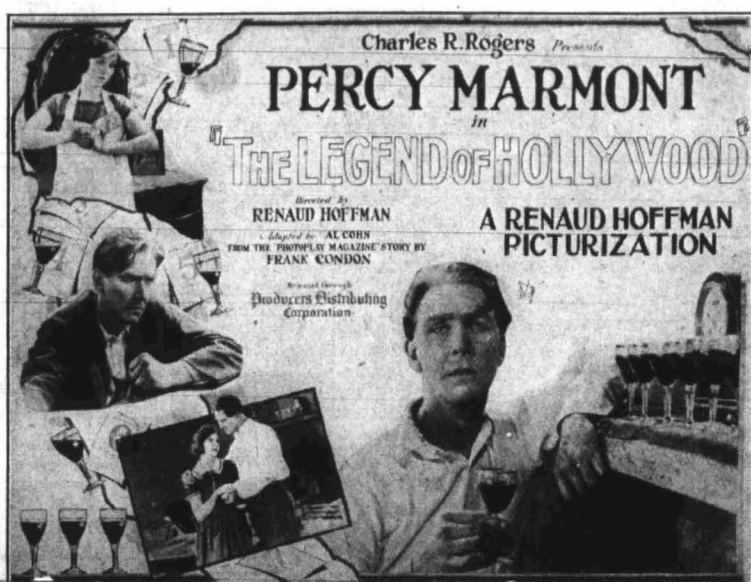


Here are  
Posters that  
Arouse real  
Desire to  
See the





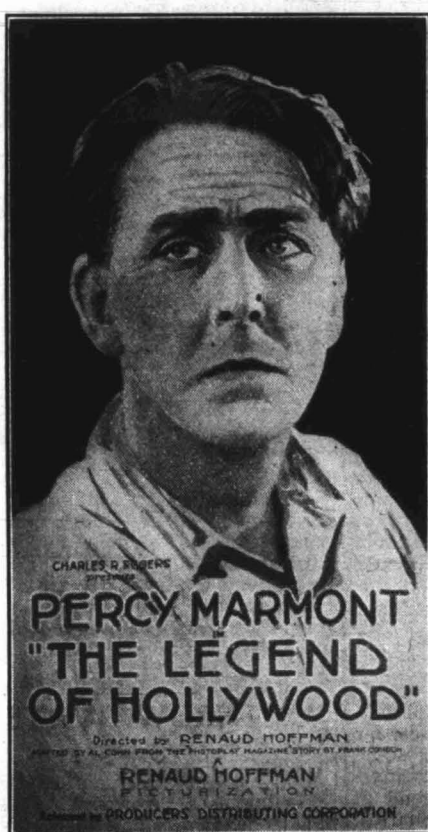
SET OF EIGHT COLORED LOBBY CARDS



COLORED LOBBY CARD (22" x 28")

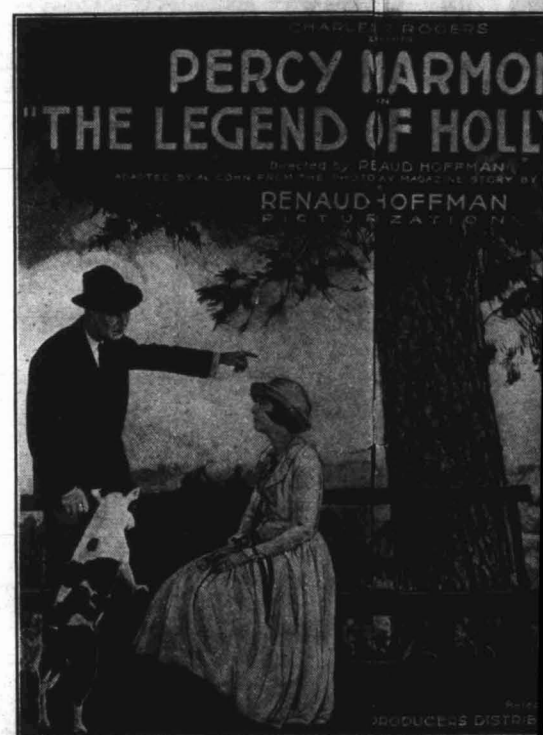


INSERT CARD (14" x 36")

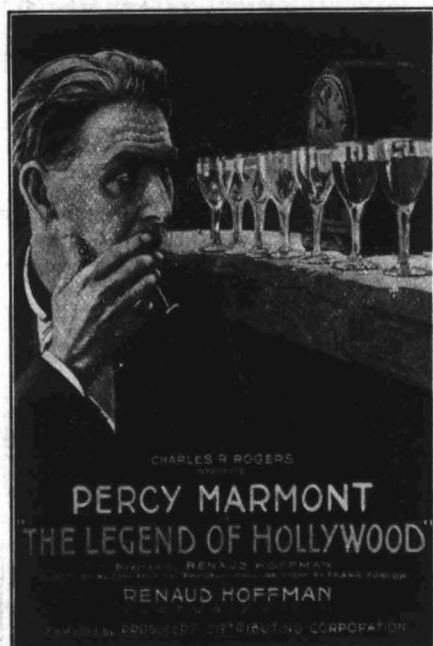


Three Sheet Poster 3A

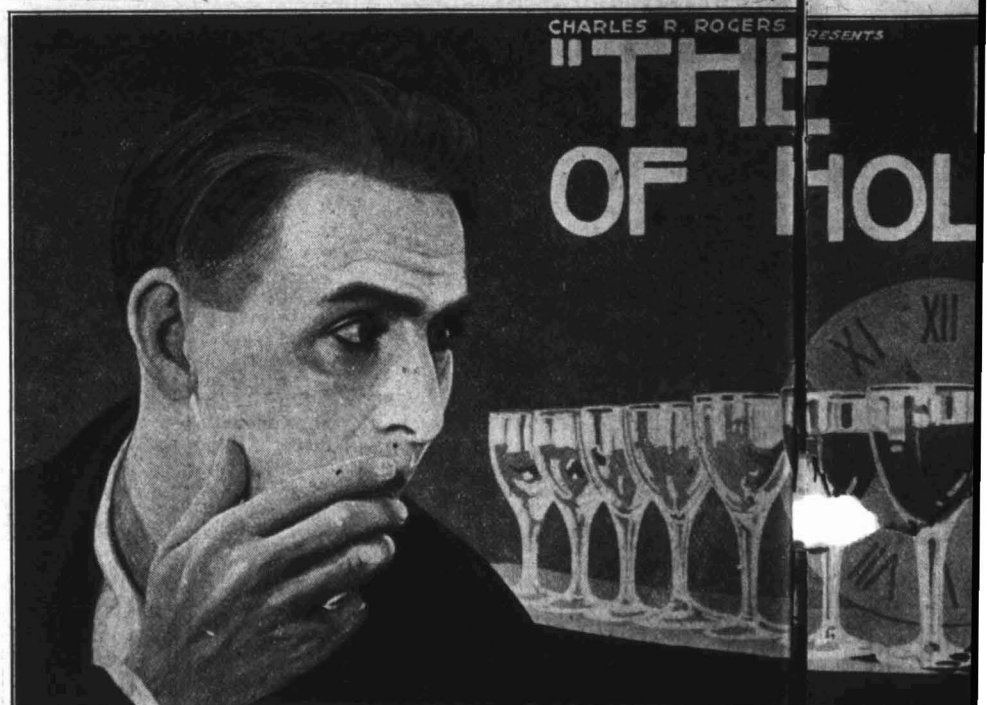
*There is Action  
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SIX SHEET POSTER



One Sheet Poster 1A



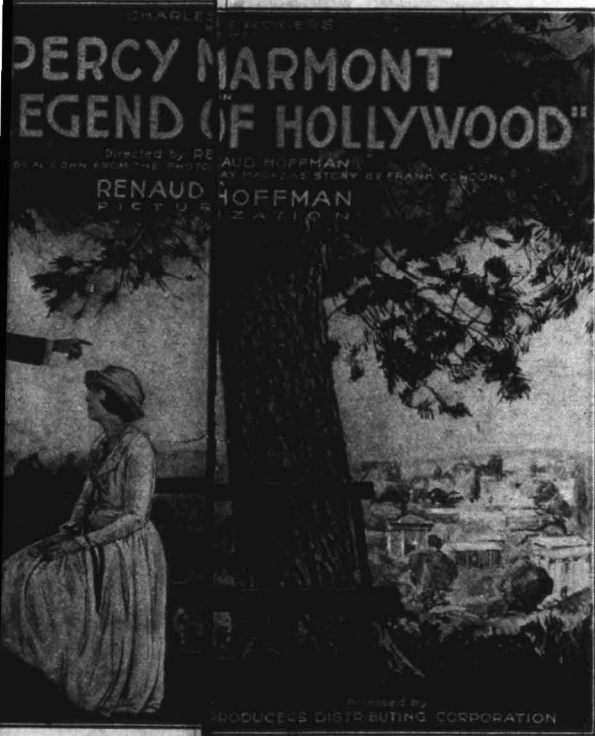
TWENTY-FOUR SHEET POSTER

Producers Distributing Corporation  
BEAUTIFUL LOBBY CARDS (EACH 11" x 14")

INSERT CARD (14" x 36")

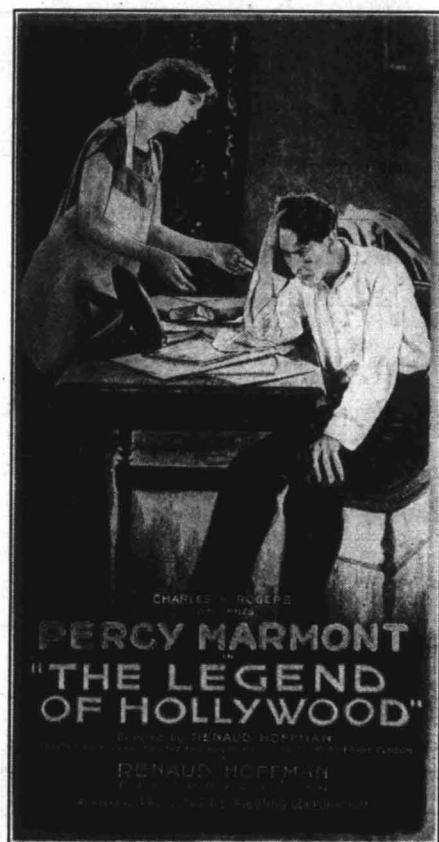


COLORED LOBBY CARD (22" x 28")



SIX SHEET POSTER

*Here are  
Posters that  
Arouse real  
Desire to  
See the  
Picture*



Three Sheet Poster 3B



TWENTY-FOUR SHEET POSTER



One Sheet Poster 1B



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National Audio-Visual Conservation Center  
The Library of Congress